

<b>Speaker</b>	Insert Name of Speaker
<b>Event</b>	Insert Name of Event – Independence Day Observance
<b>Date</b>	Insert time – Insert Day, Date
<b>Location</b>	Insert Address Specific location where the event and speech will take place
<b>Duration</b>	~ 15 minutes
<b>Format</b>	Text
<b>What do you want the speech to achieve?</b>	Encourage Americans to continue to serving their nation by supporting the Army.
<b>Top Line Messages</b>	Our entire Army family makes America’s Army: The Strength of the Nation.
<b>Army Communication Objectives</b>	The Army sustains its connection with the Nation through outreach engagements and other communication efforts that Tell the Army Story.
<b>Topic</b>	What it means to love your country
<b>Key Points</b>	<ul style="list-style-type: none"> <li>American patriotism redefined what it means to love your country.</li> </ul>
	<ul style="list-style-type: none"> <li>You don’t have to wear this uniform to be a patriot.</li> </ul>
	<ul style="list-style-type: none"> <li>Your patriotic service is our nation’s best defense</li> </ul>
<b>Connection with audience</b>	Insert your rapport building tool – Use a “How in the heck?” tool. How in the heck did he know that?
<b>Audience</b>	Insert specific detail about your audience
<b>People to acknowledge</b>	Consult with your protocol office to determine appropriate order of acknowledgements.
<b>Notes</b>	Insert specific detail about the event, weather, technical aspects, speakers

## American Patriotism. . . The Strength of the Nation

Remarks by:

Event – Location

Date – Time

*The following is an example of the first half of an introduction. The introduction section accomplishes four key tasks (ARTS):*

- **ACKNOWLEDGEMENTS:** Specific thanks and recognitions of attendees
- **RAPPORT:** Connection with the audience
- **TOPIC:** tells the audience what this speech will be about
- **SUBTOPICS:** Outlines the “road map” of the speech

You should modify the **ACKNOWLEDGEMENTS** and **RAPPORT** of this speech to connect the speaker with the audience.

### Introduction

I am so happy to be here in Philadelphia today. It is quite an honor for me to be at America’s birthplace on our Army’s Birthday.

I am absolutely amazed by the amount of pride, cooperation and enthusiasm this city has put into this celebration.

General Abrams, Dr. Richardson, and Mr. Crescenz **[KRUH-senz]**, it is my privilege to share the podium with you today. Thank you for sharing the Army’s story today.

I’m impressed by the people and organizations throughout Philadelphia who have planned this event that honors our flag and the oldest, the largest, and in my opinion, the best military service in the world.

It’s been a long time since I’ve been to Philly – decades actually. As I was planning my visit, I asked Captain Boyd what I needed to see while I was here. He said there are three things anyone has to do when they visit Philadelphia.

One – visit Independence Hall and the Liberty Bell. Since I was scheduled to speak here, that was too easy.

Two – go to the Philadelphia Museum of Art, run up the stairs and get your picture taken with Rocky. I’ll have to see if we can swing by before I head back to D.C.

And finally, eat a Cheese steak sandwich. As a New Yorker, I'm pretty much used to eating pizza and hotdogs, but as they say . . . "When in Rome..." or in this case Philly. I headed down to Reading Terminal on the hunt for the best cheese steak in town.

I thought I might start by asking folks the difference between a good cheese steak and a *great* cheese steak . . .

I asked ten different people, and don't you know. . . I got ten different answers.

In fact, I think they're still dukin' in out this morning. . . and I still didn't get my answer.

Ultimately I gave up on my quest for a cheese steak, and I ended up at the WaWa and settled for a TastyCake.

Since I want to keep this short, I'll stay off the topic of cheese steak.

So, let's talk about love. . . more specifically what it means to love this country – to be patriotic.

Sometimes patriotism gets a bad reputation, but true American patriotism is different.

First, American patriotism redefined what it means to love your country.

Second, you don't have to wear this uniform to be a patriot.

Finally, your patriotic service is our nation's best defense.

### **American Patriotism**

First, American patriotism redefines what it means to love your country.

We love our country. There is no doubt about that. We make sure everyone, everywhere knows it.

Flip on the radio station today. Count how many times you hear Lee Greenwood's "God Bless the U.S.A." or even Toby Keith's "American Soldier."

Just go to our stores and streets and baseball stadiums, and you will find them decked out in the finest colors I can imagine... Red, white and blue.

Head on down to your local store, and you'll see folks gearing up to celebrate our independence with frankfurters and fireworks. I went into one of those firework stands the other day, and was just amazed at the pyrotechnic plunder available for purchase.

I found sparklers and screaming banshees and cracklin' meteors and kamikaze komets. We really know how to celebrate a birthday with a bang.

What a way to show that we love our country than to light up the sky for everyone to see.

Our nation was born like no other on this Earth, and our celebrations really show how much we love America.

What is it that Americans really love about their country?

Is it the majestic mountains?

The spacious skies? Or the amber waves of grain?

I argue that it's something deeper, more profound.

Our devotion to America transcends mere loyalty to the land that lies between our shining seas.

It is a patriotism of principles. Plain and simple.

Our nation was born of the ideas that all men were created free and equal and that governments derive their power from the people.

Without those words, those ideas, those principles, America would not exist. Not then, not now, now ever.

And it is the it sacred honor of the American patriot to preserve these words, these ideas, these principles to make sure they do not fade.

If you go to the National Archives, you can see an original Declaration of Independence. The words on that document are so faded you can barely read them.

But those words were not meant to just sit on parchment and fade behind a piece of glass.

And these words did more than declare our independence from England.

These words, these ideas breathed life into this new nation, and on July 4<sup>th</sup>, 1776, 56 men signed their names to permanently inscribed these principles onto the very heart and soul of this nation.

There is no doubt that America is beautiful, plentiful and prosperous. Other countries can claim that too.

But when it comes down to what Americans love about their country. . .

It was the words, the ideas and the principles written on that parchment 236 years ago, and it's what's written on our hearts every day.

These principles called our nation to arms in 1776 and continues to stir pride in the heart of today's American patriot...

### **Don't have to wear this uniform**

Second, you don't have to wear this uniform to be a patriot.

We have more than a million patriots in the Army, Army Reserve and National Guard who protect these principles and uphold our Constitution, but they are not alone in this mission.

We have American patriots who serve their nation every day. They serve their nation as police officers, civil servants or lawyers who shape our governments.

These patriots are mothers and fathers... teachers and ministers... mentors and coaches who raise our young people to be the future of America.

Every day, these patriots fight for the same American principles our Soldiers protect.

They fight to provide for their families.

They fight to educate our children.

They fight to protect our communities.

They fight to ensure equality.

They fight evil with kindness. . .

Greed with charity. . .

And apathy with compassion.

Every day, it is *their* sacred honor to put service before self.

And it is my privilege to call them American patriots.

I'm profoundly impressed by the patriots who step up to serve the men and women who wear this uniform.

As far back as the Revolutionary War, I've found stories of everyday citizens who cared for the families of Soldiers, tended to the injured and provided for the veterans. They did this for no other reason than pride and love of country.

In wartime and in peace, these patriots stepped forward to tell our men and women in uniform, "We have your back."

Just ask anyone who has ever deployed, and they'll tell you the same thing... Our Soldiers and their families need the support of our heroes on the home front. There's no doubt about that.

Our Soldiers knew, every single day, when they went out on patrol, that the American people had their backs. And they knew that what they did mattered, and that it meant something to the American people.

Every day, the American people recognize the sacrifice our Soldiers and our families make, and they do this in very visible ways.

With every act of support from these American patriots, our 94,000 deployed Soldiers know that what they do matters to the American people.

[This may be a good place to put in an anecdote about specific civilians who have supported the Army.]

### **Our nation's best defense**

Finally, your patriotic service is our nation's best defense.

Our founding fathers laid America's foundation with the words, ideas and principles of the Declaration of Independence, but our nation's defense depends on you, American patriots, building upon that foundation with your service.

Your love of this country serves as a constant reminder to the world of what it means to be America.

Your service, the outward expression of this love, fortifies our resolve to protect our principles - liberty, freedom and equality - the true borders of America.

When you tutor a child after school. . .

Help a teacher in the classroom. . .

Or even coach little league on the weekends. . .

You strengthen our families with your service.

When you send a care package to a deployed Soldier. . .

Help a wounded warrior. . .

Or hire a veteran. . .

You strengthen our Army with your service.

You may have raised your hand to serve in the Army. . .

You may have raised a son or daughter who became a Soldier . . .

You may be married to a Soldier. . .

You strengthen our nation with your service.

### **Conclusion**

As we celebrate this fourth of July, let us be proud of what this day means to us.

Wear some red, white and blue.

Play some Lee Greenwood.

Grill something and shoot off some fireworks.

But at the end of the day, I want you to remember one very important thing... American patriotism, and even this uniform, will have no meaning if our principles do not live in our hearts, on our lips and in our actions.

Make sure the words, the ideas and the principles of Declaration of Independence will never fade.

So today, and every day, we must show the world how much we love this nation.

The world will know how American patriotism redefines what it means to love your country.

The world will know you don't have to wear this uniform to be an American patriot.

And the world will know that our nation's best defense is your service.

So today, and every day. . .

Keep doing what you do best, America. . . Keep serving.

Keep writing letters and sending care packages to deployed Soldiers.

Keep caring for our wounded warriors and their families.

Keep supporting our families.

Keep hiring our veterans.

Keep writing those words, those ideas and those principles ever darker for the world to see.

Keep serving. . . It makes a difference.

Thank you for your service. Thank you for your support.